

IN THE CLAIMS:

Please cancel claims 1-13 and 141-152 without prejudice. In accordance with the Revised Rules under 37 C.F.R. 1.121, please amend the claims as shown below. The claims shown below may be indicated as original, currently amended, previously amended, cancelled, previously cancelled, withdrawn, previously withdrawn, new, previously added, reinstated, previously reinstated, re-presented and/or allowed. In accordance with the Rules, the text of cancelled or withdrawn claims need not be presented.

Claims 1-13 (Cancelled)

Claims 14-140 (Previously withdrawn)

Claim 141-152 (Cancelled)

Claims 153-172 (Previously withdrawn)

173. (new) A media processing system having both on-demand printing and on-demand converting capability, the system comprising:

- a. an on-demand print device configured to receive a series of labels, tickets, tags, cards or other media samples, said print device responding to print instructions custom-configured for selected first and second media samples, which direct the print device regarding whether to print and what to print on said selected first and second media samples; and
- b. an on-demand converting system configured to receive said series of media samples and a series of value-adding elements, said converting system responding to application instructions custom-configured for said selected first and second media samples, which direct the converting system to apply or not apply a value-adding element from said series of elements to each of said selected first and second media samples.

174. (new) The media processing system of claim 173 wherein at least two value-adding elements are applied to at least one of said first and second media samples.

175. (new) The media processing system of claim 174 wherein two of said value-adding elements have different attributes.

176. (new) The media processing system of claim 173 wherein said value-adding element comprises radio frequency identification integrated circuitry adapted to make contact with an antenna structure on said selected media sample.

177. (new) The media processing system of claim 173 wherein said value-adding element comprises an RFID transponder.

178. (new) The media processing system of claim 173 further including:
a web conveyance configured to carry said first and second media samples from a supply of media samples;

a media separator configured to separate at least one of said media samples from a supporting web; and
a dispenser responsive to custom-configured instructions and adapted to couple a value adding device to an exposed bottom surface area of said media sample.

179. (new) The media processing system of claim 173 wherein said selected first and second media samples are adjacent in said series of media samples.

180. (new) A media processing system having both on-demand printing and on-demand converting capability, comprising:

a. an on-demand print device configured to receive a series of labels, tickets, tags, cards or other media samples, said print device responding to print instructions custom-

configured for selected first and second media samples, which direct the print device regarding whether to print and what to print on said selected first and second media samples; and

b. an on-demand converting system configured to receive said series of media samples and a series of value-adding elements capable of wireless communication, said converting system responding to application instructions custom-configured for said selected first and second media samples, which direct the converting system to apply or not apply a value-adding element from said series of elements to each of said selected first and second media samples.

181. (new) The media processing system of claim 180 wherein said value adding device is capable of RF communication.

182. (new) The media processing system of claim 181 wherein said value adding device is an RFID transponder.

183. (new) A media processing system having both on-demand printing and on-demand converting capability, comprising:

a. an on-demand print device configured to receive a series of labels, tickets, tags, cards or other media samples, said print device responding to print instructions custom-configured for selected first and second media samples, which direct the print device regarding whether to print and what to print on said selected first and second media samples;

b. an on-demand converting system configured to receive said series of media samples and a series of RFID transponders, said converting system responsive to application instructions custom-configured for said selected first and second media samples, which direct the converting system to apply or not apply an RFID transponder from said series of transponders to

each of said selected first and second media samples; and

- c. an RFID transponder encoding system responsive to stored instructions and transponder content, and configured to encode said transponder.

184. (new) The media processing system of claim 183 wherein said encoding system is configured to interrogate said transponder after the transponder is encoded to determine whether said transponder is defective or not accurately encoded.

185. (new) The media processing system of claim 183 wherein said first and second media samples are adjacent.

186. (new) The media processing system of claim 183 configured to print failure indicia on a media sample having an RFID transponder determined to be defective and/or inaccurately encoded.

187. (new) The media processing system of claim 183 wherein said transponder comprises RFID circuitry attached to an antenna structure formed on said media sample in a prior process.

188. (new). The media processing system of claim 187 wherein said antenna structure is formed by said print device.

189. (new) The media processing system of claim 183 including means for communicating with said transponder.

190. (new) The media processing system of claim 189 wherein said means for communicating with said transponder comprises at least one of: (i) means for testing, identifying, and/or discerning a characteristic of the transponder, (ii) means for reading information stored in the transponder, and (iii) means for writing information into the transponder.

191. (new) The media processing system of claim 190 wherein said print device is responsive to said means for communicating and is configured to print a result of said communicating with said transponder.

192. (new) The media processing system of claim 191 wherein said result is printed on the media sample having the transponder with which the communication was had.

193. (new) The media processing system of claim 191 wherein said result is based on information read from said transponder.